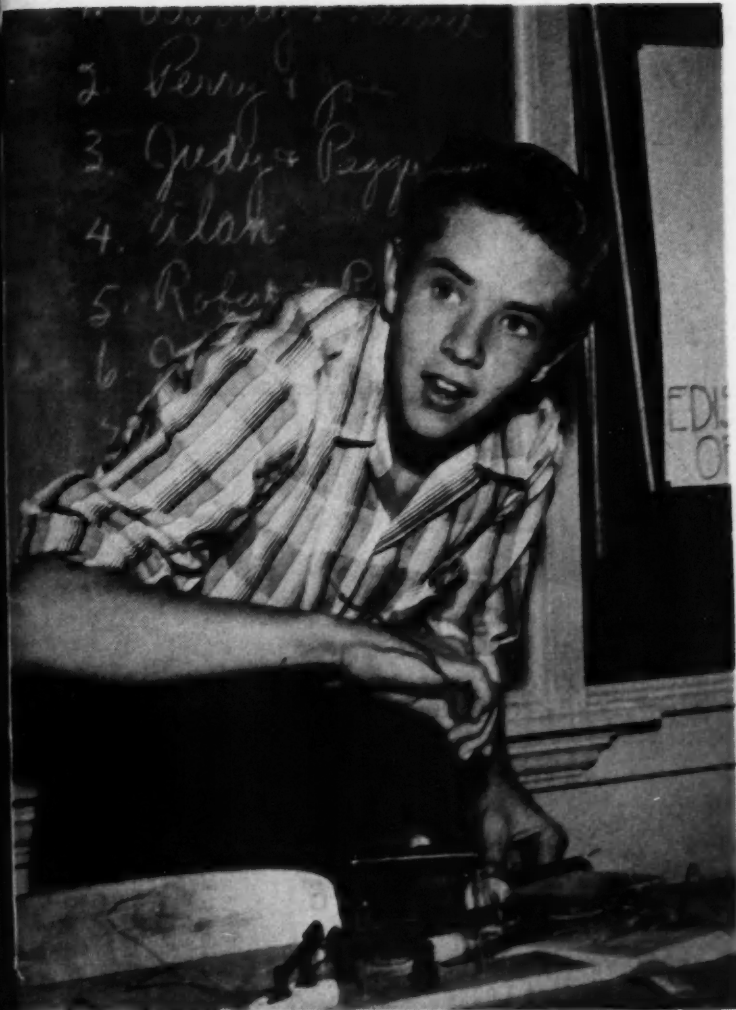


ARIZONA ARCHITECT



JANUARY 1961, Vol. 4, No.

5

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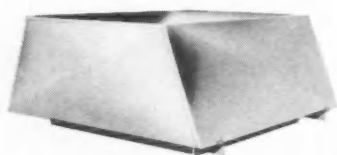
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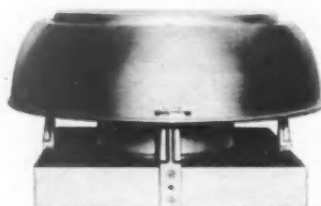
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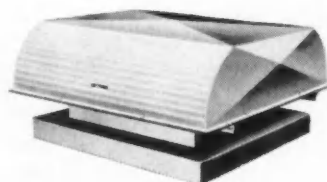
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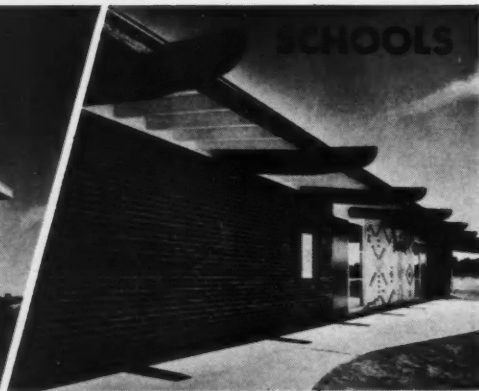
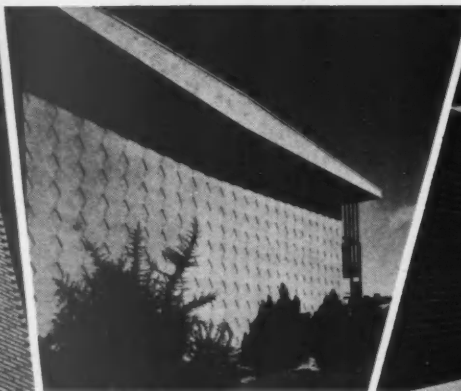
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THE PRESIDENTS' PAGE



**CENTRAL
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**SOUTHERN
ARIZONA
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Kemper Goodwin

David S. Swanson

THE DECEMBER ISSUE of *Arizona Architect* arrived today along with an urgent phone call from the editor requesting copy for this column. As Gerald Cain so aptly put it, "We're supposed to be authors too?" To Jimmie R. Nunn, an excellent president during 1960, my pledge that we will make every effort to finalize his items of "unfinished business" during my term of office.

It is my firm conviction that the "Image of the Architect" can be improved, and must be improved. We, the architects, must do this ourselves and it will depend solely upon the actions of each and every one of us as individuals. In our daily business, relations with our employees, relations with our clients and the public, we must apply the Golden Rule.

As a profession we have too long shunned the spotlight of publicity. As individuals and as a group we perform numerous and valuable community services. Given the opportunity there are a great many more things we can do. Let's make that opportunity and when we do, let's come out of the shadows and into the spotlight. I believe we should employ the reiterative philosophy of the old Negro preacher who explained, "First, I tells 'em I is goin' to tell 'em. Then I tells 'em. An' lastly I tells 'em what I has told 'em."

The press and other news media will give us a fair break if what we do is in the public interest and is news. The various service clubs are always looking for top-notch programs. There are numerous ways in which the "image" can be projected and brought to the attention of the public. Some of these I hope we can put into action at an early date but none of this will serve to improve our position if we, as individuals and firms, do not work together for the betterment of all.

Of the future we know only that it will present new problems, and perplexities, new tests of strength and fortitude and, if we are well resolved, from it shall emerge new triumphs.

Perhaps we shall not find either the strength or the hours to perform all of the constructive tasks we set for ourselves. But at least we can try!

THE BEGINNING OF a new year seems an appropriate time to pause in our daily rush to reflect on the past, look ahead into the future and to re-focus our attentions on our aspirations and goals.

Fortunately, the immediate past years for our Chapter have been good. Under able direction, the Chapter and the profession have engaged in many activities which have led to the improved relationship of the architect to his total community.

It seems that now, as in the past, our most pressing problem is still the attitude of our community toward architects and their services. Our profession must not only find common ground with our colleagues and our contemporaries in the building industry, we must demonstrate repeatedly the value of the architect to society.

Over the past years, the practice of architecture has evolved from a relatively simple artistic activity carried on in a quiet, self-contained atmosphere, to a much more complex operation involving art, science, communications and economics. If we are to have a hand in achieving better communities we must establish working relationships with our fellow engineers, research analysts, city planners, economists, appraisers, sociologists, businessmen, and real estate developers, from which we can become even more effective. This calls for a greater, freer and fuller exchange of ideas.

We must seek to bring together in a professional manner all groups concerned with our community and we should participate in similar efforts initiated by others. We should co-operate in the exchange of information within the building industry and participate in joint programs for the advancement of the building industry.

The extent to which we realize our objectives and strengthen our organization will, in great measure, determine the extent to which we establish our worth to the community.

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The Editor's PERSPECTIVE

No fate can prevent a man from giving to others direct human service side by side with his lifework. . . . Judging by what I have learned about men and women, I am convinced that there is far more in them of idealist will power than ever comes to the surface of the world. . . . To unbind what is bound, to bring the underground waters to the surface; mankind is waiting and longing for such as can do that.

— Albert Schweitzer

IF THE SERIOUS problems of our society are to be met, the architect, among others, is going to have to leave his planning board more frequently and join boards of directors, civic, church and political committees, "giving to others direct human service side by side with his lifework."

One professional who has done that is Robert B. Choate, Jr., a professional engineer who became concerned with the need to find latent professional talent in a society which too often loses it — via rock and roll — to mediocrity.

Both gifted children and geniuses, we are told, can come from any family. They are often unrecognized by their parents and by their teachers. The absence of recognition — and appropriate guidance — often leads them to behavior that is misinterpreted and may even become anti-social.

What a waste! What a pity!

Two years ago Bob Choate brought together a group of Phoenix adults and formed "Careers, Inc.," a non-profit organization with the purpose of co-operating with local school systems and with the education committees of career and professional societies to locate potential talent and create in the young minds an interest in developing that talent. An interest — and an opportunity.

Cecil C. Pine, supervisor of Sperry Phoenix engineering facilities, was elected president. Some others, among the officers and directors, are John R. Kelly, dentist, Mrs. Gussie Edwards, Dr. Lewis Allbee, Sidney B. Anderson, Orville L. Buchanan, Eugene A. Marin and Neil W. Sherman, all educators; Elias Schlossberg, pharmacist; and Harold L. Tarr, manager of the Phoenix Industrial and Service Department, Arizona State Employment Service.

Co-operating schools refer students to the organization, whose Student Selection Committee then makes the final selection of those students in the seventh grade and above who would benefit most from career guidance.

Students chosen are then asked to belong to a Career Club comprised of their own schoolmates who have been similarly screened. These students are engaged twice monthly in round table discussions centered around the visit of a professional or career-minded speaker. At the elementary level all fields are discussed and compared. No one field is stressed to the exclusion of any other. Frequent field trips are made to local plants, factories, laboratories, hospitals, colleges, as well as to conventions that will be discussing related work. Standards for inclusion in a Career Club are tightened as the student progresses in school.

At the high school level, Career Clubs are similarly formed, which may give guidance to an apt student all through his secondary education and even help him with scholarships to prevent his dropping out of high school primarily for monetary reasons. At high school, students are first exposed to a wide range of professions and careers, and later encouraged to concentrate on three particular fields. Close relationships between occupational representatives and students are fostered, and opportunities made for the student to find out more about his selected field.

Careers, Inc. is willing to extend its service beyond the Phoenix area where interest may be evident.

But more important — for our purpose here — is the opportunity for architects to invest a little of their own time and talent in the development of carefully screened youth. Invest is the word, for it is quite possible that an architect who will spend two afternoons every nine months talking with students, conceivably could influence the quality of architecture in the next century, long after he is gone.

There are at least two other ways in which you may help to "unbind what is bound, to bring the underground waters to the surface," as Schweitzer expressed it. You may help this group to find books, films, pamphlets and other materials to be used in career groups. (The AIA office would be the place to start; the Octagon has prepared many such aids.) And last — perhaps easiest — is the opportunity to make tax-deductible contributions to scholarships. Even a \$50 scholarship which would help lead a talented youngster into architecture as a profession could return tremendous dividends to society.

Further information may be had from Careers, Inc., Box 2326, Phoenix 2, Ariz.

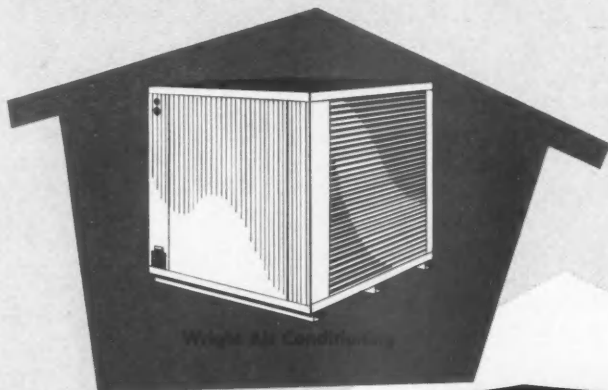
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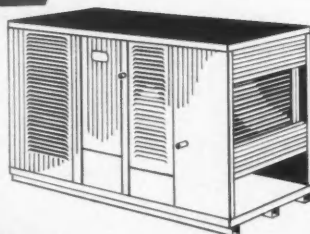
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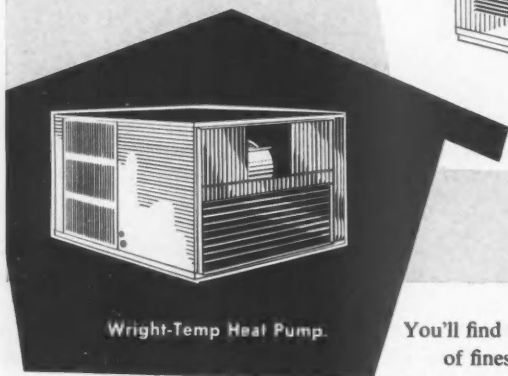
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CHANGE—*The School Board's Dilemma*

By JOHN H. FAHR
Tucson Public Schools

Planning school buildings for the years ahead in Arizona's rapidly growing communities has added still another furrow to the brows of school board members, administrators and architects.

Board members and citizens recently have asked the question, "Are adequate provisions being made for possible changes in educational philosophy involving special facilities for team teaching, classroom TV, language laboratories and other widely discussed teaching techniques?"

A school district such as Tucson District No. 1, where five bond issues totalling \$35,409,000 and federal funds amounting to \$4 million have been required to build new schools and additions in the past 12 years, wants assurance that buildings scheduled for construction in the near future are designed for easy conversion when and if any new teaching methods are inaugurated.

Approving final plans last month for the new Palo Verde High School by Gordon Luepke, AIA, and Naylor Junior High School by Starkweather & Cain, AIA, the Tucson School Board was given this assurance.

The dilemma was pointed out, however, when the school board recently studied preliminary plans for several elementary schools and a junior high school which would probably be built within the next few years.

Funds for advance planning of these schools are provided under the federal government loan program to expedite needed school construction. "Will these buildings be obsolete by the time we are ready to build them?" school board members wondered. "Or do we dare delay advance planning, when we are trying desperately to keep up with school population increases and classroom needs?" they asked.

This is the point at which school administrators are questioned about changes likely to take place in education in the future.

A consensus of responsible administrators appears to be that although talk of innovations requiring sweeping changes in architectural design for schools is intriguing, there is no evidence to date that the new ideas (with the exception of language laboratories) result in improved learning when equally good teachers are provided.

In Tucson School District No. 1, those in charge of both elementary and secondary education feel that experimentation with methods, materials and facilities should be carefully planned and controlled and

that no changing merely for the sake of being different can be countenanced.

Improving quality teaching is more important than changing school plant facilities to any great extent at this time, they believe. Surroundings should be pleasant and safe, and there should be adequate space for educational aids, libraries, special types of classrooms for science and vocational courses as well as well-planned regular classrooms. All are a part of the general framework within which we expect the teacher to operate.

In making provision for improved instruction, however, the first consideration must be that no child receive less than the best we can provide. This limits experimentation with untried teaching techniques and building designs because we can not run the risk of failure with certain groups of boys and girls, when the experiment may lower the quality of education.

Changes succeed or fail upon the ability and willingness of the teachers to accept them. Until teachers are trained in team teaching and TV teaching, it is more feasible to design buildings that can be converted inexpensively to these uses than to embark on full-scale changes in general building plans.

Experiments are now being carried out under close supervision in Tucson Schools in class size, the teaching of mathematics, sciences, English, foreign languages, physical education and team teaching. The schools are up to date but not "far out" because the kind of education most parents have indicated they want their children to have at the present time is not extremely experimental.

While school facilities are important, the initiative, imagination and hard work of the teacher and staff of a school system are more important factors.

Tucson architects have been encouraged during the past 12 years in designing some 40 of the Tucson District's 65 schools to use newly developed materials and to incorporate beauty into functional plans, but the taxpaying public is slow to accept unusual changes even when they may be less expensive or no more expensive than traditional building materials and designs.

There seems to be better understanding and appreciation of the school architect's work in recent years than in the preceding years, but the attitude of parents and school administrators here might be described as more interested in what the children are learning than whether they learn it in round, pie-slice shape, square or oblong classrooms.

THANK YOU!

Recently the Pipe Trade Industry Program, in co-operation with the organizations listed below, launched a program of free inspections in an effort to stem the tide of deaths and physical impairment due to carbon monoxide poisoning.

Many Arizonans had lost their lives. Others were physically impaired. Improper installations of heating equipment brought these tragedies, and they might have been prevented through codes calling for proper installation and inspection.

Improper installations permit the escape of an insidious and odorless gas, sometimes called the "Silent Killer." It is difficult to detect. The PTIP program required the help of many organizations, and to these we extend our thanks.

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Refrigeration Local No. 469
Rural Fire Department
Phoenix Pipe Trades Fitting Joint
Apprenticeship Committee

THESE WERE THE RESULTS

1,007 calls were made to the homes of persons who suspected there were faulty installations in their residences.

354 homes had heating appliances which were improperly vented.

91 homes had heating appliances which had no vents of any kind — a direct cause of carbon monoxide hazards.

Health department officials in Maricopa County said they found evidence of carbon monoxide in many of these residences.

In addition to the public requests for free inspections, we have been deluged with public thanks and inquiries as to "what is the Pipe Trades Industry Program." The PTIP was conceived by representatives of management and organized labor of the plumbing, heating and air-conditioning industries of Arizona. They were interested in a program in which the entire industry could participate in helping PROTECT THE PUBLIC HEALTH AND SAFETY.

Also, they wanted to establish high standards of skill and competent workmanship through an apprenticeship and journeyman training program.

The goal was first realized when the program became part of the statewide labor agreement of the industry, as negotiated by management and organized labor. This program has continued to be a part of succeeding industry agreements, with an ever-increasing scope of activities.

Pipe Trades Industry Program of Arizona

1616 East Maryland

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DEALING WITH CHANGING CONCEPTS

**An architect
looks at education**

BY WILLIAM WILDE, AIA

The improvement of education in United States is nobody's special business.¹

While the American public has been fighting an eloquent verbal battle for better education in the post-Sputnik era, there has been a tremendous trend toward cut-rate education that is endangering the quality of our public school programs.²

Average cost increase of construction
in the last 20 years:³

General construction	275%
Medium-priced brick residences	225%
Highway construction	200%
School building	150%

Never before . . . have so many new approaches to educational problems been tried as in the past few years.³

Resistance to change, an odd characteristic for an educational profession that honors the inquiring mind, is melting slowly under the heat generated by new ideas.³

The process of change needs to be speeded up; it will be speeded up only when more parents, teachers, administrators, and the school boards recognize the existence of the rut.³ (What about the architects?).

We are concerned today not only with the problems of achieving our individual goals for a happy and fruitful life in our personal world or community, but with the survival of our big shrinking world.

To keep and extend freedom in the world, American education must strive to free and foster the creativeness and inventiveness of each individual.⁴

We must foster creativity by ceasing to stress "convergent thinking" leading to one "right" answer and encourage "divergent thinking," inspiring the student to find new answers in this ever changing world.⁴

Although teachers who show interest and ability to develop creative thinking in their students are often looked upon with disfavor, research in this field is growing.⁴

If we will only brave to throw off this blanket of lethargic security, we will see that there is more than just occasional rumbling around us. There is a tremendous amount of material on the subject. Articles and studies about the need of re-examination of our whole approach to education and its growing importance in our world today are appearing with greater frequency in every publication.

There is a growing awareness that we must challenge this paradox of conservative institutions administering an activity in which investigation and change are the life-line of its success.

The race for space conquest has added momentum to this awareness, (though slightly beclouding the issue by stressing engineering). There must be a re-evaluation of everything connected with education, and subsequent changes, if we are to cope with the problems of our time. The objective must be to develop a greater quest for learning and to create a better climate for growth of individual initiative and responsibility, and to offer a greater opportunity for creative participation of all our citizens.

Education is a vital activity in our society and it calls for serious and vigorous participation by all thinking elements of its members, and requires contribution from every profession.

Many educators and administrators believe that it will be difficult, if not almost impossible, to achieve these new objectives without fundamental changes in school organization as well as in educational environment.

Educational changes in the air today will make conventional notions about school buildings obsolete. Education is on the move and the buildings must get out of the way.⁵

Who must decide the architectural format of the school — the architect or the educator? Certainly both share in the responsibility.⁶

If there are architects and educators who lack ability or willingness to creatively participate in reaching these objectives, then these are only in the same proportion as other strata of our society. We need not concern ourselves with them. We must direct our call to those who stand ready to contribute their talents and training, given the opportunity to do so.

Whatever the reasons may have been, it must have been natural for sincere administrators and educators to benefit by experience and then to narrow down their school building programs to criteria based on hard-won lessons. However, such an attitude, if continued conservatively, brings stagnation to the "best ideas."

Except for a time and for a given set of conditions, there are no "best" ideas or "best" solutions. A constant search, a constant development, and constant change will support a constant growth and improve-

Architects wishing to join the National School Boards Association and support its efforts to improve the quality of school board membership and service, may take an "Information Services Membership." Annual dues are ten dollars and those who join will receive copies of the monthly newsletter as well as all publications issued by NSBA. Membership requests should be addressed to: National School Boards Association, 1940 Sheridan Road, Evanston, Illinois.

ment. There will be mistakes, but flexible attitude will prevent their repetition and perpetuation.

There are many organizations, foundations and institutions exploring new ways and means to improve our educational environment, but we must quit waiting for big decisions and ideas to be handed down to us. We must start reaching for new goals by ourselves, on local levels working from the bottom upward, in groups, in communities, in cities and states, as behooves a true democratic people.

It is up to each individual in each respective field to investigate, to study, to evaluate and to contribute. To start with, much can be done by bringing this issue into focus and to the public's attention, by discussions and exchange of opinions. This can be done through symposiums or round table discussions, by panels composed of all vital professions which in one way or another may contribute to the development of a better environment for education.

These symposiums, organized under auspices of AIA, could in turn evolve into special seminars for further, more specific, studies of various fields pertaining to education.

Such participation and contribution by leading members of our important professions will promote better understanding of our educational requirements and will tend to assure constant growth of our educational system and facilities.

Invitations to participate in Phoenix and Tucson discussions have been met with enthusiasm and it is very probable that the first symposium will be held early in 1961 in Tucson.

Reference:

¹"New Strategy for America's Schools", Alvin C. Eurich, Saturday Review, September 3, 1960.

²"Are School Buildings Too Fancy?", Martin L. Gross, The Great Debate. A Spectrum Book, Prentice-Hall, Inc.

³"Open Minds and Flexible Schools", Arthur D. Morse, Saturday Review, September 17, 1960.

⁴"Foster Creativity in the Schools - A Growing Challenge", Elaine Exton. The American School Journal, Dec. 1960.

⁵"In Which the Bell Tolls", Jonathan King, Saturday Review, October 15, 1960.

⁶"Design for E T V", Dave Chapmen, Inc., Educational Facilities Laboratories.

"Space for Individual Learning", The School Executive, February 1959.

"Art Education," Journal of the National Art Education Association.

"Problems of Design", George Nelson.

Use Of Modular Measure Grows

The adoption of the modular measure principle may save the construction industry one billion dollars a year. The building industry has already accepted four modular standards, developed under the procedures of the American Standards Association. The Veterans Administration is using the modular system almost without exception in its hospital building program. There are, however, some sections of the industry who are still reluctant to accept modular dimensioning.

These points were made by E. A. Lundberg, president, Producers' Council, Inc., in a recent address before the final session of the Eleventh National Conference on Standards at the Sheraton-Atlantic Hotel. The three-day conference was sponsored by the American Standards Association.

Some architects are opposed to modular, Mr. Lundberg said, while others have found it offers distinct advantages. One architect testified that modular measure could be expected to reduce draftmen's dimensional errors by ninety per cent, and to cut drafting time by twenty per cent within the first year of application.

Mr. Lundberg went on to cite other cases in support of modular. One builder, he said, saves between \$3,000 to \$4,000 on an average house of one thousand square feet by using storage walls fabricated on the basis of modular co-ordinates, in place of regular stud walls. For another builder, modular measure saves him ten to fifteen per cent of his field labor cost, and as much as six per cent of the total. It has also been found that job estimates can be prepared at least 33% faster on modular drawings.

He then mentioned that producers are beginning to recognize the value of modular products. Thanks to this system, one producer has been able to cut by half his fourteen hundred sizes and designs of wood windows, and seventeen hundred sizes of sash. This resulted in a reduction in cost of price literature, order handling, and many other factors.

Mr. Lundberg concluded by saying that the battle against apathy is slowly being won as more and more people come to realize that the module can free them from restriction, instead of hampering them. He spoke at a session arranged by the Modular Building Standards Association.

—AIA—

There will be as many *children* in America by 1965 as there were *people of all ages* in 1900. —Horizons

The bitterness of poor quality lingers long after the sweetness of cheap price is forgotten.

—Woodmen of the World Magazine.

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COMPRESSIVE STRENGTHS TABLE

TYPE	ARIDZONE MASONRY CEMENT	PORTLAND CEMENT	SAND	STRENGTH 28 DAYS
S*	2 sacks	1 sack	8-9 cu. ft.	1800 PSI (Minimum)
N*	3 sacks	0	8-9 cu. ft.	750 PSI (Minimum)

*In quantities to fill a standard 8 to 9 cubic-foot mortar mixer.
(Normal job-mix design complying with ASTM requirements.)

ARIDZONE MASONRY CEMENT gives the architect, engineer and contractor control over the quality of completed masonry walls. For the masonry contractor it provides excellent plasticity, uniform strength and economy. Today, more than 60% of all masonry units in the U. S. are laid up with mortar made from masonry cement.



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THE STANDARDS OF PROFESSIONAL PRACTICE of THE AMERICAN INSTITUTE OF ARCHITECTS *With Interpretations*

The official text of AIA Document J-330, 1958 Edition, is in **bold** and Roman.
The interpretations are in *italics*.

I OBLIGATIONS OF GOOD PRACTICE

The profession of architecture calls for men of the highest integrity, judgment, business capacity, and artistic and technical ability. An Architect's honesty of purpose must be above suspicion; he acts as professional adviser to his client and his advice must be unprejudiced; he is charged with the exercise of judicial functions as between client and contractors and must act with entire impartiality; he has moral responsibilities to his professional associates and subordinates; he is engaged in a profession which carries with it grave responsibility to the public. These duties and responsibilities cannot be properly discharged unless his motives, conduct and ability are such to command respect and confidence.

Planning, technical guidance, advice and counsel constitute the service of the profession. Given in verbal, written or graphic form, they are rendered in order that buildings with their equipment and the areas about them, in addition to being well suited to their purposes, well planned for health, safety, efficient operation and economical maintenance, and soundly constructed of materials and by methods most appropriate and economical for their particular uses, shall also have beauty and distinction.

In order to promote the highest standards of conduct in the practice of architecture, The American Institute of Architects has formulated the following basic principles for the guidance of the profession:

A An Architect's relation to his client depends upon good faith. Before undertaking any commission he should explain the exact nature and extent of his services, and of his compensation therefor. Where a fixed limit of cost is established in advance of design, the Architect must be given freedom in determining the character of design and construction needed to meet as nearly as feasible the cost limit established but should not be understood to guarantee the final cost which will be determined not only by the Architect's solution of the owner's fixed requirements but by the fluctuating conditions of the competitive construction market.

It is an important duty of the Architect to keep the owner informed, during the progress of the work, as

to the probable cost of construction involved.

B An Architect should consider the needs and stipulations of his client and the effect of his work upon the life and well being of the public.

C An Architect may offer his services for anyone on the generally accepted basis of commission, fee, salary or royalty, as Architect, consultant, adviser, or assistant, provided that he rigidly maintains his professional integrity.

Members may practice as employees of corporations, but they must be careful in all instances to see that their own actions are in accordance with the ethical standards of The Institute. (Board, March, 1956.)

D An Architect should not make use of services offered by manufacturers, suppliers of building materials, appliances and equipment, or contractors, which may be accompanied by an obligation detrimental to the best interest of the client.

E An Architect's drawings, specifications and other documents should be complete, definite and clear concerning his intentions, the scope of the contractor's work, the materials and methods of construction to be used therefor, and the conditions under which the construction work is to be completed and paid for.

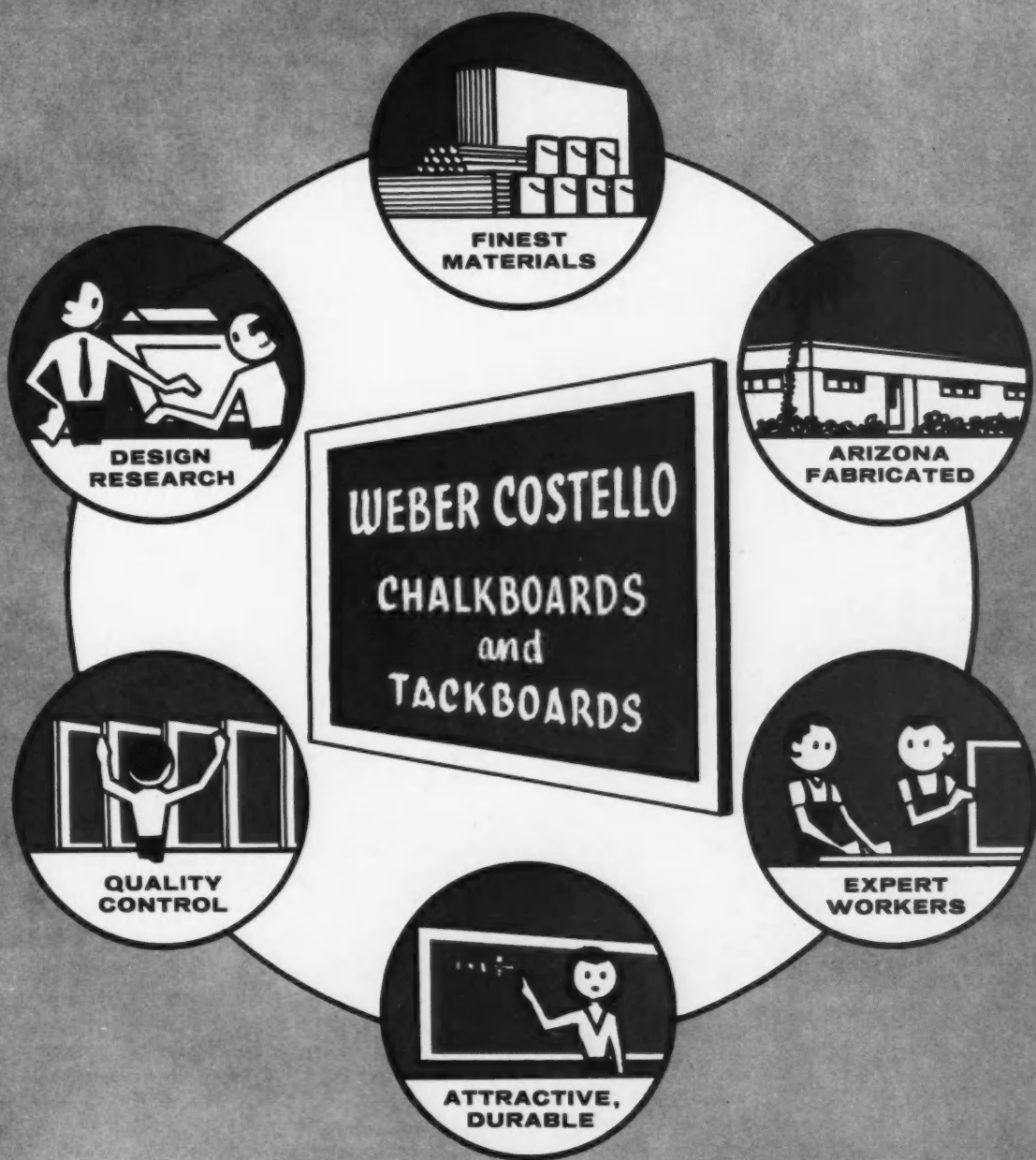
F An Architect should guard equally the interests of the contractor as well as those of the client. The Architect will condemn workmanship and materials which are not in conformity with the contract documents, but it is also his duty to give every reasonable aid toward a complete understanding of those documents so that mistakes may be avoided. He will not call upon a contractor to make good omissions and errors in the contract documents.

G An Architect in his investments and in his business relations outside of his profession must be free from financial or personal interests which tend to weaken or discredit his standing as an unprejudiced and honest adviser, free to act in his client's best interests.

An Architect should not permit the use of any statement in product advertising which could be construed as representing that he endorses a product or method. (Board, November, 1956.)

H An Architect should promote the interests of his professional organizations and do his full part of the work of those organizations. He should share in the

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interchange of technical information and experience with the design professions and the building industry.
I An Architect should inspire the loyal interest of his employees, providing suitable working conditions for them, requiring them to render competent and efficient services, and paying them adequate and just compensation therefor.

J An Architect should endeavor to provide opportunity for the professional development of those who enter the profession, by assisting them to acquire a full understanding of the functions, duties and responsibilities of Architects.

K An Architect should seek opportunities to be of constructive service in civic affairs, and to the best of his ability advance the safety, health and well-being of the community in which he resides.

Finally, every Architect should do his part to forward justice, courtesy and sincerity in his profession. It is incumbent on him in the conduct of his practice to maintain a wholly professional attitude toward those he serves, toward those who assist him in his practice, toward his fellow Architects, and toward the members of other professions, and the practitioners of other arts. He should respect the distinction between professional practice and non-professional enterprise.

II MANDATORY STANDARDS

1 An Architect shall not accept any compensation for his services other than from his client or employer.

2 An Architect shall not render professional services without compensation.

He shall neither offer nor provide preliminary services on a conditional basis prior to definite agreement with the client that if the contemplated project proceeds, he will be employed as its Architect.

The Board of Directors considers that the statement in Rule No. 2 which reads, "An Architect shall not render professional services without compensation," refers particularly to cases in which competition with other architects is present, and that, where professional services are rendered without compensation, or where an architect reduces his usual fee by donation, the requirements of Rule No. 3 shall be observed. (Board, October, 1955.)

3 An Architect shall not knowingly compete with another Architect on a basis of professional charges, nor use donation as a device for obtaining competitive advantage.

Where a stipulated fee or percentage is a condition precedent to consideration of architects, there is no competition among those who offer their services at such a fee, regardless of fee schedules or customs. (Board, September, 1950.)

The purpose of minimum recommended fee schedules

is to advise and educate. Observance of these schedules is not and cannot be made mandatory. (Board, May, 1957.)

4 An Architect shall not offer his services in a competition except as provided in The Institute's Competition Code; in international competitions originating in the United States except as approved by The Institute and the International Union of Architects; and in foreign international competitions except as approved by the International Union of Architects.

5 An Architect who has been retained as a professional adviser in a competition shall not accept employment as an Architect for that project.

6 An Architect shall not render architectural services to non-professional enterprises connected with the building industry, except when

a) He does not either directly or indirectly solicit orders for the said enterprises.

b) He is paid by salary, fee or royalty for his architectural services and does not participate in any profits of the aforesaid enterprises which would influence his professional integrity.

7 An Architect shall not engage in building contracting.

8 An Architect shall not knowingly injure falsely or maliciously, the professional reputation, prospects or practice of another Architect.

9 An Architect shall not attempt to supplant another Architect after definite steps have been taken by a client toward the latter's employment.

10 An Architect shall not undertake a commission for which he knows another Architect has been employed until he has notified such other Architect of the fact in writing and has conclusively determined that the original employment has been terminated.

11 An Architect in soliciting work shall not divide fees except with professionals related to building design, and those regularly employed or known to be associated with his office.

12 An Architect shall not use paid advertising nor use self-laudatory, exaggerated, or misleading publicity. Factual materials, verbal or visual, which dignify the profession or advance public knowledge of the Architect's function in society may be presented through public communication media.

The use of the portrait of an architect in connection with advertising material published by factors of the building industry will not be permitted except under special circumstances which make the use of architects' portraits in an advertisement in the interest of the profession, and then only if previously and expressly approved by The Board of The Institute. (Convention, 1956.) The Secretary and the Executive



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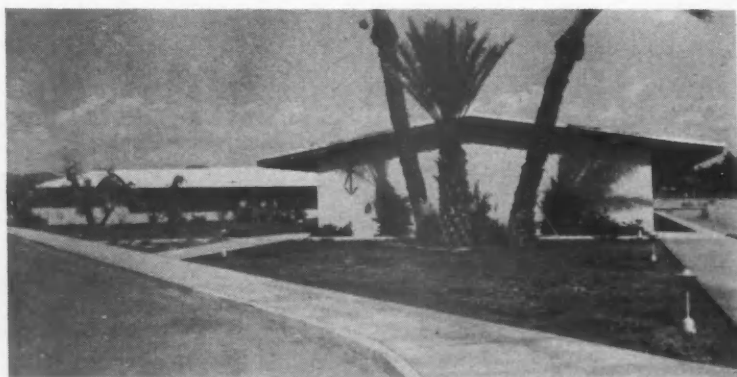
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Director are delegated the power to approve, on behalf of The Board, uses of architects' portraits in advertising, consistent with the above policy. (Board, May, 1956.)

Paid advertising, as referred to in this Rule, is defined as any form of paid announcement or printed material in the public press or circulated indiscriminately by an architect to the public or a segment thereof, intended to aid directly or indirectly in securing actual commissions for that architect, with the following exceptions:

Brochures containing factual information concerning an architect's work; reprints made at the architect's expense, or in his behalf, of items in the public press; and announcements, reports, analyses and descriptive data relating to an architect's work shall not be considered to be paid advertising, provided their direct distribution by the architect is limited to persons with whom the architect has had previous professional or personal contact. (Board, May, 1957.)

When invitations are received by architects to exhibit at conferences and conventions, such as hospitals and medical conventions, and school board meetings, it is best that the chapter pay for the booth space, contact the membership and determine which firms or individuals would care to exhibit, or what method of exhibit would be most appropriate.

When a widely-representative group of architects is invited to share space at a special exhibit, such as a church conference illustrating that particular type of church work, and the payment for the space is only to cover costs, the architects involved can obtain permission to participate in the exhibit, provided that the exhibits and credit lines are in good taste. (Exec. Comm., April, 1957.)

Showing of slides or pictures to a civic or fraternal group, illustrating the works of an architect is perfectly proper, provided that no personal or self-laudatory statements are made. (Exec. Comm., April, 1957.)

The publication of business cards in magazines is in violation of the Standards of Professional Practice. (Board, November, 1949.)

13 An Architect shall not solicit, nor permit others to solicit in his name, advertisements or other support toward the cost of any publication presenting his work.

It was held not to be in violation of The Institute's ethical doctrines for each architect involved to support a State publication of the plans, photographs and data on all recent school jobs. (The cost to each architect was a proportionate cost of the publication.) (Exec. Comm., December, 1950.)

The publication of brochures supported by advertising in illustrating an architect's work is held to be

contrary to the Standards of Professional Practice (For example, as in "Architecture and Design"). (Exec. Comm., July, 1949.)

Advertising by individuals is prohibited. Advertising by chapters listing the names of all members or none is perfectly proper.

Advertising by groups representing specific geographical areas within chapters is proper if approved by the chapter, and is clearly to the advantage of the profession. If members' names are included in the advertising, the names of all members within the geographical area involved must be listed, except where omitted at the request of the member; provided that in such instances it be made clear that the listing does not include the names of all chapter members. (Policy Book — 1956.)

The propriety of gifts sent by architects to clients and prospective clients is a matter of discretion. The gifts should not be of such a substantial nature as to tend to influence the selection of an architect. (Exec. Comm., April, 1957.)

14 An Architect shall conform to the registration laws governing the practice of architecture in any state in which he practices and he shall observe the standards of practice established by the local Architects' professional body.

15 An Architect shall at no time act in a manner detrimental to the best interests of the profession.

CONCLUSION

Since adherence to the principles herein enumerated is the obligation of every member of The American Institute of Architects, any deviation therefrom or from the broad principles of good practice as set forth in Section I, shall be subject to discipline in proportion to its seriousness.

The Board of Directors of The American Institute of Architects shall have sole power of interpreting these Standards of Professional Practice and its decisions shall be final subject to the provisions of the by-laws.

BASIS FOR DISCIPLINARY ACTION

The following provisions of the By-Laws of The Institute form the basis for all disciplinary actions taken under the Standards of Professional Practice:

Chapter 14, Article 1, Section 1 (c)

Any deviation by a corporate member from any of the Standards of Professional Practice of The Institute or from any of the rules of the Board supplemental thereto, or any action by him that is detrimental to the best interests of the profession and The Institute shall be deemed to be unprofessional conduct on his part, and ipso facto he shall be subject to discipline by The Institute.

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Suggestions On Selecting An Architect By A Board Or Committee

(Adapted from publications by Washington State and
Kansas City Chapters, AIA.)

The selection of an architect by a Building Committee or a Board differs in many ways from his selection by one person. An individual or a couple planning to build a home often selects an architect as one would a doctor or a lawyer, taking into account the advice of friends who have had previous experience. A Building Committee would also consider the advice of friends, but having the primary purpose of representing its constituents faithfully, it should undertake a careful plan of selection to see that the architect most fitted for the job is retained.

Most organizations are not satisfied with run-of-the-mill buildings, but wish creative answers to their



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Representing constituents calls for special care, special procedures.

building problems. Retaining the right architect is the first step. In order to help you do this, the following procedure is suggested:

The Right Architect

As a Building Committee, you should analyze your organization's needs as thoroughly as possible in order to select an architect particularly suited to your purpose.

It is necessary to realize that the architect does not work alone, but represents many people. He or his firm combines the qualities of creative artist, businessman, designer, engineer, salesman, educator, public relations man, lawyer, specifications writer, draftsman, estimator and construction supervisor.

The competence of all practitioners is controlled

HOW NOT TO SELECT A SCHOOL ARCHITECT

"Almost all the architects (in a survey) reported dismal memories of waiting interminably, in the uneasy company of other architects, only to face a bored board, whose attention must somehow be caught above the roar of band practice in an adjoining room or the distraction of chocolate cake served by the home ec teacher. One distinguished school architect, who has a speech difficulty, recalled such an evening, when every architect within traveling distance had been invited for a ten-minute interview: 'My pppartner said, ddddam it, **we** should get ttttwenty minutes — my tttteam ssstutters.'"

—Walter McQuade, in **Schoolhouse**

by a state licensing law. If the problem before you requires imagination, distinctive design and farsighted technical knowledge, however, you may be looking for more than competence. Some jobs require constant personal direction on the part of the architect. In complex remodeling work, attention to detail is of the utmost importance. And in any project, there is no substitute for professional experience.

Formulating a Program

An architectural program means a detailed and intensive study of all the elements relating to the proposed structure before the architect is asked to draw a line. These elements usually include space requirements for various uses; analysis of public and private

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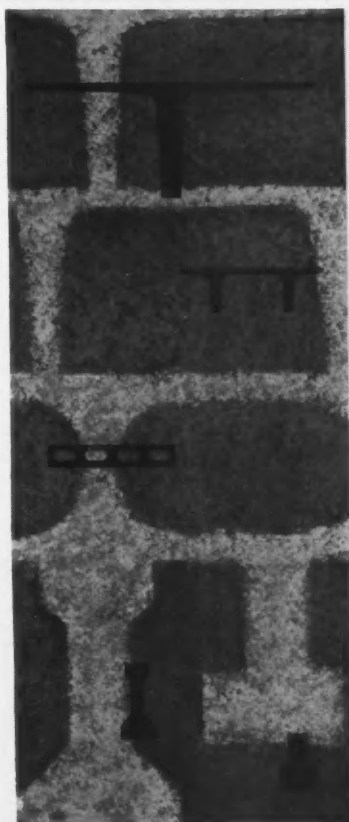
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areas in the building; the avenues of traffic, pedestrian and vehicular; the direction of natural light and prevailing winds at different seasons; the characteristics of the neighborhood; special requirements; and many other things. Certainly the budget is also an important factor.

Those with building experience recommend that an architect be retained in the early stages of the planning process; often before the site is selected. The architect's training enables him to give his client valuable advice on the relative merits of building sites and assistance in completing an architectural program.

Selection of the Architect

The following methods of selection are customary: *Direct Choice*, on the basis of reputation, demonstrated ability, confidence gained through personal acquaintance, or the recommendation of others familiar with the architect's work.

Selection from a limited panel of candidates who have been given an equal and fair opportunity to present their qualifications, to exhibit their work, and to submit evidence of their competence.

In compiling such a panel include names of architects whose work you have admired or who in past associations with your members have rendered satisfactory service; names of architects given by groups

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or organizations similar to yours; of architects who have a special background in the type of building you contemplate; and of architects who have shown interest in being considered. Sometimes it is advisable to ask an architect of your acquaintance for the names of those he would recommend for consideration. Contact with the local chapter of The American Institute of Architects may also be helpful.

The young practitioner should not be ruled out of consideration because he has only a few buildings to his credit, if he has the qualifications for your job. The size of an architectural office is less important to you than its organization and its interest in your project.

If your list of architects is too lengthy for personal interviews, you might ask each of them to submit a written statement of his training and qualifications, with a list of completed work, including references to those for whom he has erected buildings.

Only rarely are more than a half dozen firms interviewed; in most cases three or four are finally selected for interviews.

Arranging Interviews

It is frequently recommended that the architect be interviewed in his office in order to establish the Building Committee's greater satisfaction the architect's fitness to design the project and control its execution. In any case, sufficient time should be spent

"Being interviewed by some school boards for the job of designing their new school is something like sitting in among strangers in a big card game. No, it's worse. Because even after they deal your hand, and you know what you're holding, sometimes they won't tell you whether the game is bridge or poker . . . or bingo."

—A. J., Architect, Chicago

with the architect to allow a thorough evaluation of his qualifications and his attitude toward your work.

When interviews with a large number of architects are scheduled only a few minutes apart, proper evaluation is made impossible. Moreover, this suggests to the architect that the client's understanding of architectural problems is not adequate.

What to Ask in the Interview

Your inquiries of the architect would include questions on his academic training; his experience in private practice; and his background of technical knowledge required for the design and equipment of the building. You will be interested in the size of his office, the personnel, and the background of the engineers and consultants who are part of the architectural team. You will want to know about his executive ability; his business practices; his supervision policies; and his past work successfully done. You will, of course, be interested in his personality, his sin-



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cerity, his character, and his ability truly to represent you during the planning and construction of the building.

Further Investigation

After selecting the two or three architects in whom you are most interested, further investigation should be made. Pay particular attention to the attitude of those experienced with the architect you are considering. Talk to his clients and inspect his buildings. In this way you avoid being too much influenced by salesmanship.

Find the answers to these questions: Does the architect work well with people? Does he have respect for research and the application of new ideas and materials? Does he produce the work when he promises it? Does he give proper attention to supervision?

Caution: Cut Fees and Free Sketches

Experience indicates that architects are best selected by considering their qualifications in training, skill and judgment, rather than the amount of their fees. The Central and Southern Arizona Chapters of The American Institute of Architects have recommended fees based on the accumulated experience of hundreds of architects doing thousands of projects. They indicate the minimum fee for which good work can be done. A reputable architect will not — he cannot — deviate significantly from the recommended

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fee and still give you the quality and economy you should have.

When a prospective client asks various architects to prepare sketches prior to retaining one of them, he is forgetting an all-important step in formulating the program — careful analysis of the building requirements. The architect preparing a sales sketch (or "free sketch") can hardly have studied the problem sufficiently to present a solution of any value. This is why free sketches are unreliable guides in selecting an architect.

More important, when an architect is asked to prepare free sketches or to compete on the basis of fee, he is being asked to breach a standard of professional ethics which prevails throughout the United States — a standard adopted for the very reasons given above.

Completing the Agreement

After you have made your selection, you should complete the negotiation with a written contract. (Standard Contract forms are available from The American Institute of Architects.) Remember to be frank with your architect about all aspects of the project, especially those relating to your budget. He will have your interests at heart, but he cannot do your project justice if you do not give him all of the facts candidly. It is important that you engage an architect in whom you have complete confidence and with whom you can deal easily and pleasantly.

STATE SOCIETY TO MEET

The new directors of Central and Southern Arizona Chapters, AIA, constituting the Council of the Arizona Society of Architects, will meet at Casa Grande City Hall at 10:00 a.m. Saturday January 28 for annual election of officers.

Included on the heavy agenda are statewide problems including revision of recommended fee schedules, the highway billboard problem, and proposed legislation concerning lien laws for architectural services, and establishment of state or county-wide building codes.

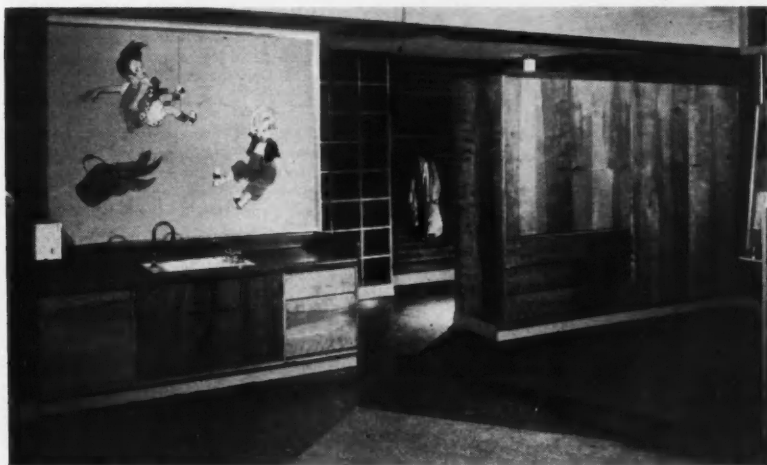
—AIA—

PRODUCERS' COUNCIL NEWS

The first of a series of noon product information programs sponsored by the new Arizona Chapter of Producers' Council, was held at Los Olivos Restaurant January 16. It was well attended by architects and members. Program was provided by U. S. Plywood, and included a table top exhibit and a short informative discussion on Weldwood siding.

Similar programs are planned for the regular luncheon meetings to be held the third Wednesday of each month — the next on February 20.

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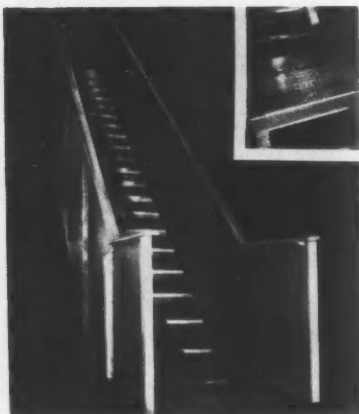
New Products, Publications, Personnel

A new low cost reversible escalator eliminates the need for two units in an installation and materially cuts operating costs since the stairs operate only when needed by a rider. The escalator is manufactured in packaged units ready to be installed. A chain hoist or fork lift can put it in position.

To start the Autostair to ascend or descend the passenger must step on two buttons. This prevents starting the stairs with one foot on the stationary tread plate and one on moving stairs. At the end of the ride he steps on one red button to stop movement. Many other safety features are incorporated.

The new escalator is recommended for factories, offices, clubs, rest homes and private homes. Its low cost permits architects to specify it in homes or other structures where an escalator would normally not be considered.

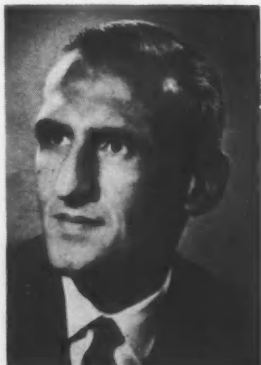
Delivery of the escalator is available on a 90 day basis. Specifications, information on distributor franchises, and complete details about the new Autostair may be obtained by writing Autostair Corporation at 4360 N. Knox Street, Chicago 41, Illinois.



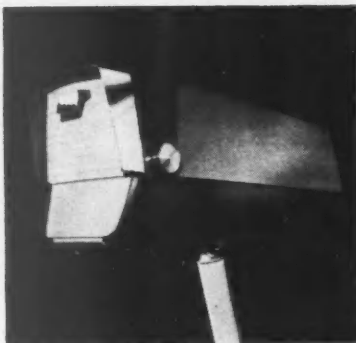
The Owens-Corning Fiberglas Corporation announces the appointment of R. L. (Bob) Wardle as manager of its new Tucson Branch of Fiberglas Engineering and Supply Division.

Wardle has had 12 years' experience in the construction industry, being particularly familiar with insulation and acoustical materials and the full line of Fiberglas products. He is married and has two sons and is establishing a Tucson residence.

The new Fiberglas facility is located at 1215 East Warehouse Avenue, telephone MA 2-1801.



Twenty-eight



A new, ruggedly built, modern design, rural and suburban mail box has received approval by the Postmaster General. This is the first change in mail box design and construction approved in over 50 years, according to the manufacturer, Southern Fabricators, Steeleville, Ill.

It has a glass-smooth acrylic finish, baked-on over heavy duty, zinc coated steel. A highly attractive decorator touch is the chrome-plated protective hood that surrounds the door.

It's made in 5 different colors, to match or blend with the exterior color scheme of any house. Colors are chrome blue, turquoise, thunderbird white, chocolate and suburban pink.

Available as accessories are a swivel mounting bracket and pole that enable the purchaser to mount the box with the support pole angling into the ground. This minimizes the danger of autos and snow plows damaging the pole.

For further information write to Southern Fabricators, 1010 Broadway, Steeleville, Illinois.



Porcelain enamel curtain walls, with embossed enamel surfaces manufactured and supplied by California Metal Enameling Company on Armco enameling iron, have been used to create an unusual dramatic effect in the architectural design of the Western and Southern Life Insurance Building in Los Angeles.

According to the architect, Robert Field, AIA, of Austin, Field and Fry, the embossed porcelain enameled panels have been incorporated as functional design components, presenting a unique, distinctive color and form effect.

Enduring quality and minimum maintenance, together with a complete range of fade-proof colors, are qualities attributed to the product. Resistance to stain and weathering are also claimed for the medium, which may be had in glossy to matte surfaces.

Light weight of the individual panels is said by the architects to provide significant savings in supporting structure and in labor costs, and to speed up construction.

California Metal Enameling Co. has headquarters at 6904 E. Slauson Ave., Los Angeles.

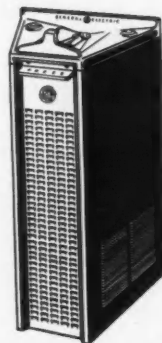
General Electric's new space-saving shape in water coolers is available in both wall and floor units which mount flush to the wall, eliminating at least six inches of plumbing space behind the unit.

The unique, space-saving shape permits drinking from either side, as well as the front, to help keep drinkers from blocking aiseways. The wall units may be mounted at any height — an advantage for school installations.

The new coolers are designed to harmonize with ultra-modern decor, yet are so durable that they will withstand rough treatment from peak traffic. The rich gray cabinet finish blends well with any surroundings, and stainless steel cabinet panels are also available as an optional extra.

Among the features of the coolers are feather-touch, finger-tip control; removable drain strainer for easy cleaning of the new high-capacity pre-cooler — without removing the top; no-squirt bubbler; anti-splash basin; glass and carafe filler; and hot water accessories.

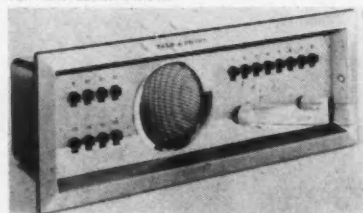
Complete information may be obtained from Arizona Wholesale Supply Co., 2035 W. McDowell Rd., Phoenix. Also see advertisement on page 31.



A new sixteen-station home intercommunication system, designed to be interchangeable with an eight-station system to provide complete intercom as well as radio facilities for all interior and exterior areas of the home has been introduced by Talk-A-Phone Co., 5013 N. Kedzie Ave., Chicago 25.

Outside rooms can be answered from any room; conversations can be held between rooms; baby, children's or sick rooms can be monitored; private or non-private conversations can be held; and favorite radio programs can follow the listener throughout the house. The call to meals or the telephone can be directed anywhere in the home or yard from any room.

The system uses no tubes, emits no heat and does not mar or damage walls. Employing a transistor circuit, the system is built to last indefinitely, and is said to provide exceptionally dependable and economical performance. The units can be flush mounted or surface mounted, making the system adaptable for homes already built as well as for new construction.





An entirely new 2-way radio, G-150 "Business Communicator" is now available from Gonset Division, Young Spring & Wire Corporation. It operates on frequencies within the 150-174 megacycle frequency range assigned by F.C.C. for a wide variety of business and professional services. G-150 equipment offers an economical means for reliable business communication between a central station control point and diverse mobile units, or between several mobile units.

Power input is over 2 times the maximum 5 watt input stipulated by F.C.C. for Citizens Band service. G-150 range is usually substantially greater, and coverage more reliable.

Designer-styled cabinet is only 5" high, 12 1/2" wide, and 8 1/2" deep, fits easily under dash of any conventional vehicle, or on desk top. Equipment is self-contained. Includes transmitter, receiver, power supply and loudspeaker. Models are available for 6, 12, or 24 volt DC for mobile service or 117 AC for fixed station service.

Individual operator licenses are not required for either base station or mobile units.

Full details on the G-150 Business Communicator and business band licensing and operation are available without charge from Gonset Division, Young Spring & Wire Corp., 801 South Main Street, Burbank, California.

GLADDING, McBEAN INTRODUCES ECONOMY TILE

Gladding, McBean & Co. has announced that its new economy line of quality tile will be called Franciscan "Trend" Tile. The new line will include glazed wall and floor tile and glazed and unglazed ceramic mosaics. The company will continue to market its established Hermosa custom line.

Trend Tile is an economy line designed to penetrate markets previously closed to quality domestic tile because of price and to combat the inroads made in present markets by lower-price substitute materials, cut-price tile from domestic manufacturers and low-price imports from England, Mexico, Italy and Japan. Trend Tile will be available in a limited number of popular colors and shapes.



Frank N. Steadman and Fred Naumetz, Phoenix, vice president and sales manager, respectively, of Phoenix Cement Company, anticipate heavy sales of the company's new **Arizona** masonry cement, specially compounded for Arizona's climatic conditions. Produced at the company's Clarkdale plant, **Arizona** is formulated and tested to equal or surpass ASTM requirements for Type II masonry cement — mortar for unit masonry. Mixed with water and sand, it remains firm yet retains moisture to prevent mortar from drying too fast under conditions of low humidity and high temperature.

ASU ARCHITECTURE FOUNDATION ENRICHES CURRICULUM

In the nearly two years since it was established, the Architecture Foundation at Arizona State University has received close to \$6,000 in private funds for scholarships and enrichment of the programs at the School of Architecture.

Among the distinguished architects, planners and critics brought to the campus with help from the fund have been Robert Anshen, Felix Candela, Edgardo Contini, Cornelius M. Deasy, Vernon DeMars, Paul Jaques Grillo, Frederick L. Langhorst, Richard J. Neutra, Robert Royston, and Raphael S. Soriano.

In 1961 James M. Hunter will serve as lecturer and Paolo Soleri as guest critic.

Forthcoming traveling exhibitions at the school will feature: Contemporary Architecture of New Mexico (Feb. 1-22), Saul Bass, Industrial Design (Apr. 15-May 15), 100 Years of American Architecture (October), and Arts and Cultural Centers (March 1962).

The Architecture Foundation was established in May 1959, and a major portion of its funds have been contributed by eight of the larger architectural offices in the Valley.

A broadening of the financial base of the Foundation is being sought, and contributions from private individuals, firms and associations are invited in the form of annual membership in these categories: Benefactor \$500, Patron \$300, Sponsor \$200, Donor \$100, Member \$50, and Associate \$25. Contributions are tax-deductible, and may be sent to the Architecture Foundation, School of Architecture, Arizona State University, Tempe, Arizona.

CONCRETE INDUSTRIES ANNOUNCE HORIZON HOMES PROGRAM

The Concrete Industries' Horizon Homes program — a national effort involving all segments of the concrete industry for promoting the design, construction and ownership of new homes — has just been announced.

The first home merchandising program of its kind introduced by the industry, Horizon Homes is being jointly sponsored by the National Concrete Masonry Association, the National Ready-Mixed Concrete Association and the Portland Cement Association. Co-operating organizations include the National Association of Home Builders and the American Institute of Architects.

Horizon Homes will make their debut in the fall of 1961 during the annual Parade of Homes observance of National Home Week — the country's biggest, single event furthering the cause of home building. The program will run continually thereafter.

A unique feature of the program is the formation of architect-builder teams which will permit the architect to work closely with prominent local builders in designing and executing Horizon Home models. In an effort to bring these homes within the price range of the average family, none will cost more than \$20,000 exclusive of the lot.

A series of incentive awards have been established for architect participants who have made the greatest contribution in terms of creativity and fresh approach. On a national level, the winning architect and his wife will receive a free trip to any place in the world. Seven regional runner-up prizes will also be given.

Public attention will be drawn to the Horizon Homes program through a variety of nationwide and local promotional activities.

Architects wishing additional information on the program are requested to contact the Portland Cement Association office in their area.

Danger—Low Bids

How architects and owners may give themselves added protection against the irresponsible bidder.

The recent alarming increase in bankruptcies, and the cancellation of 300 contractors' licenses by the State Registrar of Contractors because their bonding companies had refused further to bond them, should be a red warning flag to architects and owners — particularly school boards.

These facts, plus the prevalence of bid shopping and bid peddling, dealt with in the December issue, should point out the potential dangers in any low bid that is materially below the others.

Since the law requires acceptance of the low bid on public works, school and other public officials may become special victims of the relatively inexperienced, but licensed, general contractor who bids unusually low.

Some of the results may be:

1. Completion delays.
2. Necessity of extra, costly supervision.
3. Poor workmanship which even close supervision cannot detect.


4. Higher subsequent maintenance costs as a result of poor workmanship.

5. Necessity of dealing with subcontractors' complaints over delayed payments.

It is often difficult for an architect to explain to the owner why a low bid should not be accepted. On public works, the low bid generally must be accepted. If the architect believes the bidder is incompetent, he assumes considerable risk in saying so, unless he is prepared to prove it in court.

A partial answer to the problem may be found in clauses used by some architects in their bid forms and instructions to bidders.

These clauses require submission of financial statements and trade experience records, which could have a dual effect: first, to discourage the irresponsible from entering that lowest bid; and second, to provide the school board with evidence of the danger that might be lurking behind an unreasonably low bid.



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Here is part of the recent instructions to bidders given by John Sing Tang, AIA, and Associates for a submittal to the Board of Phoenix Union High School District:

11. The competency and responsibility of all bidders will be considered in making the award. Submit a complete list of proposed subcontractors on the proposal form, and submit two (2) copies of a brochure containing a current financial statement, trade experience record, and two (2) letters of recommendation for ability and integrity for the General Contractor, and a set of similar data for each of the proposed subcontractors, all subject to the approval of the Architect and the Owner.

The proposal, itself, carries this clause:

The Undersigned agrees, as a condition for evaluating this proposal, to submit herewith two (2) copies of a brochure containing a current financial statement, trade experience record, and two (2) letters of recommendation for ability and integrity, for the Undersigned, and one set of similar data for each of his proposed subcontractors listed below, all subject to the approval of the Architect and the Owner.

To reduce the tendency to substitute materials, the following paragraphs are used, under "Special Conditions":

10. *Equipment or Materials of Approved Equal*

A. Where items of equipment or materials are specifically identified herein by a manufacturer's name,

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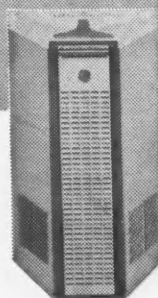


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New General Electric Space-Saving Water Coolers are available in wall and floor models for either standard or hot-and-cold service. Call us today for complete information on this exciting, new line of coolers.



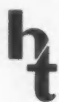
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model or catalog number, *only such specific item may be used in the base bid*, except as hereinafter provided.

If Bidders wish to use items of equipment or materials in *their base bids* other than those specified, apply in writing to the Architect for approval of the proposed substitution at least six days prior to the opening of bids, submitting for approval complete descriptive and technical data on the proposed item or items. Approval for changes in base bid specifications will be granted by Addendum *only* upon individual request of prime contractor bidders. No blanket approval for substitutions will be granted to suppliers, distributors, or subcontractors unless so requested by prime contractor bidders.

Unless requests for changes in base bid specifications are received and approved prior to the opening of bids, as defined above, the successful Contractor will be held to furnish specified items only under his base bid. After award of Contract, changes in specifications will be made only as defined in Paragraph 11, "Substitution of Equipment", below.

B. The Contractor's choice of items of equipment or materials may be offered as alternates to the items named in the specifications if submitted on the Bidder's letterhead and in the same envelope as the base proposal. Alternate Proposals *must be accompanied* by full descriptive and technical data on the article proposed together with a statement of the amount to



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be added to or deducted from the base bid if the alternate is accepted. Prior approval by the Architect is *not required* on items submitted as alternate bids.

11. Substitution of Equipment or Materials

After execution of the Contract, substitution of equipment or materials of makes other than those specifically named in the contract documents will be approved by the Architect for the following reasons only:

That the equipment or material proposed for substitution is equal to or superior to the specified equipment or material in construction, efficiency and utility, and further, that the equipment or material named in the specifications cannot be delivered to the job in time to complete the work in proper sequence to work of other subcontractors *due to conditions beyond the control of the Contractor*.

To receive consideration, requests for substitutions must be accompanied by documentary proof of equality or difference in price and delivery, if any, in the form of certified quotations from suppliers of both specified and proposed equipment or materials. In case of a decrease in price, credit any savings to the Owner by means of the Change Order permitting the substitution.

—AIA—

The only failure a man ought to fear is failure in cleaving to the purpose he sees best.

—George Eliott

Engineers To Hold National Convention In Phoenix



Phoenix will be host city next spring to the 109-year old American Society of Civil Engineers, when the national organization meets in convention April 10-15. Edward C. Fraedrich, Phoenix, seated, left, is president of the Arizona Section. Standing, from left, are Andrew B. Marum, Tucson, immediate past president of Arizona Section, and Trent R. Dames, Los Angeles. Seated, right, is Wayne G. O'Harra, Phoenix. Dames and O'Harra are national directors of ASCE, from Western States District 11. Elaborate plans are being made for the April convention, with numerous tours planned, including an inspection of the Glen Canyon concrete arch dam at Page.

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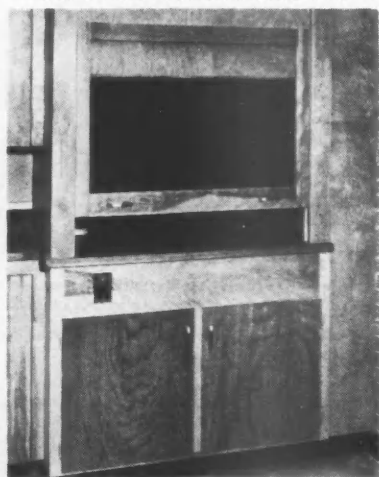
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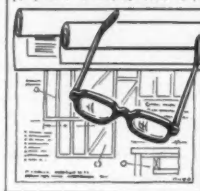
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LOOKING AT THE SPECS



(Ideas suggested by members of Central Arizona Chapter, Construction Specifications Institute.) This month's column —

HAROLD J. POWELL

The purpose of the Construction Specification Institute is to bring better understanding within the building industry as regards to specifications. To accomplish this, C. S. I. is organized as a working group to bring together the professional men, the material suppliers, the contractors, and interested labor groups to obtain a better understanding of intent and results desired from each specification.

To attain this goal, the industry must first solve several problems. First must come a general acceptance of a standardization of terms used and their intended meaning, as to quality of material and workmanship expected. With this comes the further problem of standardizing the inspections which further affects the quality of materials and workmanship. These apparent problems, however, can be solved by the interested parties working together for the mutual advantage of all.

However, are we not as a whole overlooking an



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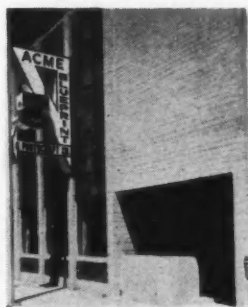
ARIZONA ARCHITECT

opportunity to provide better specifications, by tolerating antiquated methods of training specification writers? Today the "specification writer" develops, after long experience, within an office. Here he learns to take the old styles and forms used by the particular office, and adapt them to the new situation of specialized spec writing. New and clearer ideas are thus held back in order to comply with the old established patterns "which are tried and proven" — resulting in a continued muddle of varied intents and meanings.

Would it not be wise for the building industry as a whole to work for better education and training of new specification writers within the professional schools? Such education and training should be separate from the office, but complete enough to present the problems of the suppliers and contractors as well as the professional men. Would not such an educational and training program provide the foundation upon which the needed understanding could be built?

The proposed educational and training program may not be the "cure-all" of specification writing, but until the professional people, the material suppliers, the contractors and labor groups recognize the need for a new start, free from the old practices, C.S.I. can accomplish little more than organize panel discussions to discuss the problems. After such discussions, each group usually leaves more determined than ever to continue as in the past.

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Special Notice— For Architects! Engineers!

Here is an informational meeting, February 24th, that you will not want to miss. Arrangements have been made by the Industry to present a brand new method of constructing walls.

The subject:

**"New method of
reinforced concrete &
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The presentation will be by experts, brought from San Francisco, who have personally developed the method.

The luncheon meeting starts at a
special time (please note).

Date: Friday, February 24, 1961

Time: 11:50 to 12:30 p.m. — Lunch
12:30 to 1:30 p.m. — Main section of program.
1:35 p.m. Follow-up section of program for those who wish to stay.

Place: Arizona Ranch House Inn
5614 North Central Avenue
Phoenix, Arizona

Note to Tucson: Because this will be the only appearance of these experts in Arizona, Tucson architects and engineers are urged to attend. It will be worth the trip.



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CHILDREN – AND BEAUTY

Even quite young children are perfectly capable of responding to general beauty, including that of a "pretty" school – not a condescendingly cute one, but one that is genuinely handsome and well designed. Like adults, they are affected emotionally by architecture, and in very concrete ways. "I feel different – prettier," confessed a little girl in a new school building that she liked. "I behave different. I don't make fun of things."

Children can appreciate the way space is handled, especially when it is handled surprisingly, so that, for example, when you turn a corner you come upon an unexpected little sunlit court. They certainly can appreciate the beauty of nature, and if the view is nice they will love a glass wall – so long as the glare is killed by overhangs, louvers, or other shading devices.

—Schoolhouse, edited by Walter McQuade, AIA
Simon and Schuster

Our arts and tools give to him who can handle them much the same advantage over the novice as if you extended his life, ten, fifty, or a hundred years. And I think it the part of good sense to provide every fine soul with such culture that it shall not, at thirty or forty years, have to say, "This which I might do is made hopeless through my want of weapons."

—Ralph Waldo Emerson, *Culture*



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Program, Speakers for A.I.A. Convention Announced

"Re-designing Urban America" is the theme of the 1961 annual convention of The American Institute of Architects which will be held in Philadelphia, April 24 to 28 and is expected to attract some 2,000 architects from all over the country.

Keynote speaker will be John Kenneth Galbraith, Harvard economist and author of "The Affluent Society" and "The Liberal Hour." Mr. Galbraith will start the discussions on Tuesday, April 25, with an outline of the imperative economic need to revitalize our cities.

On Wednesday morning, April 26, Lewis Mumford and Bruno Zevi will discuss the aesthetic, cultural and sociological aspects of the city. Mumford, a philosopher and critic, is the author of many books on cultural and architectural subjects, including "Sticks and Stones" and "The Culture of the City." Zevi, architectural historian of the University of Rome, Italy, will come to Philadelphia specially for this occasion.

Edmund Bacon, executive director of the Philadelphia Planning Commission, will head a comprehensive presentation on "Re-designing Downtown Philadelphia." Joining him will be Willo von Moltke,

Roy Larson, FAIA, Oskar Stonorov, FAIA, Vincent Kling, FAIA, Robert Geddes, and I. M. Pei. Each of these architects will demonstrate his extension of the design structure of the Philadelphia plan.

Planners, municipal officials, engineers, landscape architects and members of the other design professions concerned with urban design and re-development will be invited to attend the convention.

In addition to the professional program, the convention features a special concert by the Philadelphia Symphony Orchestra under the baton of Eugene Ormandy, a number of special exhibits, and social events, and over 90 exhibitors of the Producers' Council.

As in other years there will be an awards luncheon in honor of the recipients of AIA's Honor Awards and Gold Medals; a President's Reception; and the traditional Investiture of Fellows of The American Institute of Architects.

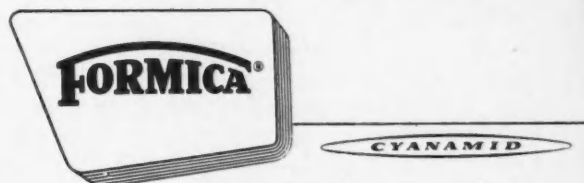
Chairman of the Philadelphia AIA Host Chapter Committee, which is busy with convention preparations, is Beryl Price, assisted by Paul C. Harbeson, Harry W. Peschel, Charles E. Peterson, and Herbert H. Swinburne, all Philadelphia architects.

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IN THE BOOK WORLD

THE WASTE MAKERS

Walter Lippmann protested that "our people have been led to believe the enormous fallacy that the highest purpose of the American social order is to multiply the enjoyment of consumer goods. As a result, our public institutions, particularly those having to do with education and research, have been . . . scandalously starved." He felt that the country was waiting to be led by "another innovator" with the imagination of a Teddy Roosevelt or a Woodrow Wilson or a Franklin D. Roosevelt.

Economic writer Barbara Ward put this "starvation" of basic social needs in the United States at \$9 billion a year.

There (have been) a number of references to the fact that the people of the United States were enjoying private opulence amid public poverty. City planner Victor Gruen offered the opinion that "although we are the richest nation with the highest individual living standard, we have one of the lowest 'public living standards' of Western nations. Our cities are littered with ugliness and choked with automobiles." Harvard historian Arthur Schlesinger, Jr., asserted, "It is not that our capabilities are inadequate, it is that our priorities — which mean our values — are wrong."

— Vance Packard in *The Waste Makers*, McKay, \$4.50

This shocking and controversial book, by the author of "The Hidden Persuaders" and "The Status Seekers", develops the thesis that the pressures to expand production and consumption "have forced Americans to create a hyperthyroid economy that can be sustained only by constant stimulation of the people and their leaders to be more prodigal with the nation's resources." The book deals with the systematic efforts being made to encourage citizens to be more careless and extravagant with their nation's resources, and what these efforts imply. Among other implications is the dangerous decline in the United States of its supply of natural resources. "Once fabulously rich in these, the United States is now a have-not nation and is becoming more so every month."

While Packard does not dwell on what this implication means in terms of our future defense and relations with other nations, he provokes thought that should be aroused in the minds of every citizen . . . P.S.

ARCHITECTURE TODAY AND TOMORROW by Cranston Jones. A profusely illustrated account of contemporary world architecture and a glimpse of the exciting, provocative styles we can expect in the next decade. Illus. 256 pages. \$17.50. McGraw-Hill.

FRANK LLOYD WRIGHT: WRITINGS AND BUILDINGS selected by Edgar Kaufmann and Ben Raeburn. A survey of the great architect's work over 70 years, with the first comprehensive list of his executed buildings from 1893 to 1959, keyed to a map of the U. S. Illus. Horizon. \$3.95

CATFISH AND CRYSTAL by Ernest Kirschten. Doubleday, \$5.95. This is the story of St. Louis, U.S.A., where the American Institute of Architects will hold its 1964 national convention. This city has been the inspiration for many a song that has endured; it has been the locale of race riots, fine arts, fascinating history, worthy journalism and some excellent architecture. The value of urban renewal projects has been demonstrated here, and there is now developing a 40-block national park on the downtown riverfront as a memorial to Jefferson's Louisiana Purchase and the westward expansion of the nation.

Dominating this tree-studded park will be Eero Saarinen's 619 foot high, stainless steel, parabolic arch symbolizing St. Louis as the Gateway to the West. The book, by an editorial writer for the St. Louis Post-Dispatch, is written with real love for the city but with a respect for truth that has been a hallmark of his paper. Here is a fascinating account of an environment — a big and important city.

BUILDING WITH STEEL by Don A. Halperin. This authoritative new text covers, in one volume, all phases of construction — from the initial design through shop fabrication, and including full sections on detailing and erection procedures. The clear-cut explanations of design and construction principles reflect the author's extensive experience in teaching contractors, steel construction workers and engineers. Not only does he cover all of the primary elements of buildings constructed of steel, but he has also given proper consideration to secondary elements such as prefabricated curtain walls, temporary or movable interior partitions, doors and door frames, windows, and window frames, light metal framing, etc. Current practice in riveted, bolted, and welded connections are completely covered including such recent developments as continuous contact welding and high tensile bolting. 255 pages. Illus. \$6.00. Study Guide \$1.90. ATS.

THE INSIDERS: Rejection and Rediscovery of Man in the Arts of Our Time by Selden Rodman. A brilliant introduction to those modern artists (Orozco, Kearn, Baskin, Shahn, etc.) who want to communicate as well as emote. By the author of "Conversations with Artists" and "The Eye of Man." Lavishly illustrated with 77 paintings by "The Insiders." \$6.95. University.

SCHOOLS FOR THE VERY YOUNG by Heinrich H. Waechter, AIA, and Elizabeth Waechter. This collaboration of an architect and a child educator recognizes that nursery schools demand fresh solutions to problems of design, structure, and equipment. Beginning with a brief discussion of the development of child education, the book goes on to relate the daily pre-school activities to the environmental needs of the child and the teacher. Essentially a practical manual which — with the aid of existing examples — concerns itself with design, layout, orientation of rooms, lighting, heating, ventilation, and other important considerations. 192 pages. Illus. \$6.50. Dodge.

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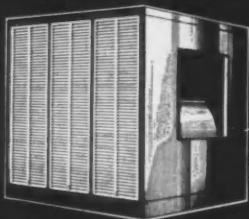
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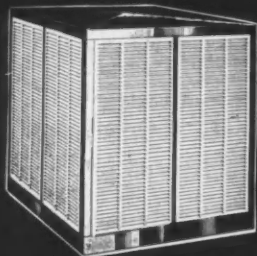
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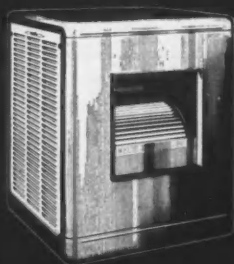
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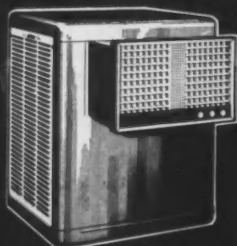
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